

A STUDY ON SOFT SKILLS ENHANCE THE ABILITIES OF HUMAN BEING”

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Abstract:

Human empowerment should be one of the primary goals of a society. Skills are important. Every human being has to essentially & effectively communicate with others. Effective communication is the hallmark of one's education. Communication means passage of idea, thought, opinion, information from one person to another. Every person tries to enhance our abilities but it can be enhanced with skills only. Skill is nothing but a way of improving himself or herself. Skills are categorized in two ways, i.e. Soft Skills & Hard Skills. Soft skills is a synonym for "people skills." The term describes those personal attributes that indicate a high level of emotional intelligence. Skills which describe a person's technical skill set and ability to perform specific tasks. Soft skills are broadly applicable across job titles and industries. There are various soft skills like Communication Skills, Team working Skills, Interpersonal Skills & Time Management. Soft Skills is useful to have good impression and impact to gain professional development as well as communicate effectively.

Introduction

Today's age is knowledge & technical Skills. If a human being wants to survive, it requires knowledge & technical Skills. Skills are given to our abilities to grab more and more. It is like a learning process. For better development, every human being tries to achieve more Skills. Skills will be acquired by our will power. Personality is also developed by Skills. Your good Communication Skills help you for better Success. There are many Soft Skills which help to improve like Communication Skills, Team working Skills, Interpersonal Skills & Time Management etc. Soft Skills is nothing but abilities to improve. A study on soft skills highlights their crucial role in enhancing human abilities. By developing these skills, individuals can improve their decision-making, strengthen relationships, boost self-confidence, and increase overall productivity. Soft skills complement technical expertise by fostering creativity, empathy, and resilience, which are essential for both personal growth and career advancement. Moreover, organizations increasingly value employees who possess strong soft skills, as they contribute to a positive work culture, effective teamwork, and successful conflict resolution.

Objectives:

- To know the concept of Soft Skills.
- To Overview of various soft Skills .
- To usefulness of soft skills in human being life.

- To analyse the positive impact of Soft Skills in human being life.

Various Types of Soft Skills useful in Employees life:

1.Communication Skills:

Communication skills form the corner stone of soft skills. Communication skills are always top of the 'essential skills' list in any job advertisement. Every human being has to essentially &effectively communicate with others. Communication means passage of idea, thought opinion ,information from one person to another.

Verbal Communication:

- Use of Words
- Use a strong, confident speaking voice
- Critical listening
- Avoid filtered word

Non verbal communication:

- Words are not used.
- Notice how your emotions feel physically

2) Body language:

- Body language presents to the audience what we feel & think about the particular matter.
- Body language (e.g, arms crossed, standing, sitting, relaxed)
- Sound (laughing)
- Body Contact (Shaking Hands)
 - Posture (Slouching)
 - Hand Moving(Waving)
 - Appearance (Untidiness)
 - Hand Movement(Waving)

3)Time Management:

- Prioritize the work & schedule your time accordingly.
- Important work should be allotted more time& taken up first.
- Many would say that these two skills, which often go hand-in-hand, are more an attitude than a skill
- However they can also be developed and honed, which is why we include them as skills.
- Highly valued by employers are also very useful for organizing a family of a team ,and for making sure that the job gets done.

4) Interpersonal Skills:

Man is Social animal & his success largely depends on his relationship & interaction with others. We must respect the views & sentiments of others.

When we want to differ views ,we must politely give hints to them without wondering there felling.

- Motivation
- Leadership
- Flexibility
- Patience
- Empathy
- Active listening
- Team Work
- Responsibility

5) Team Work:

Team is group of people. Teamwork is combination of various soft-skills.

- Team players are perceptive as well as receptive to need and responsibilities of others.
- People get Success with Team work. Team work is Collective efforts.

6) Decision- Making:

Decision-making skills refer to the ability of an individual to choose the best course of action from several possible alternatives. These skills are essential in both personal and professional life because they help individuals solve problems, manage situations effectively, and achieve desired goals. Good decision-making involves analyzing information, evaluating different options, considering possible outcomes, and selecting the most appropriate solution. Decision-making is choose of one alternative from two or more alternatives.

Eg. Take admission for Arts, Commerce and Science.

7) Problem Solving Skills:

In terms of soft skills, problem-solving plays a vital role in improving human abilities. It helps individuals handle challenges confidently and make better decisions. In the workplace, employees with good problem-solving skills can resolve issues efficiently, improve productivity, and contribute to organizational success. In everyday life, these skills help individuals overcome obstacles and adapt to different situations.

Usefulness of Soft Skills in Human Life:

- 1) Improve a person's ability
- 2) Build relationships
- 3) Improves Communication

- 4) Helps in Problem-Solving and Decision-Making
- 5) Increases Confidence and Personality Development
- 6) Enhances Career Success

Positive impact of Soft Skills in human being life:

Soft skills are personal and social abilities that help people communicate, interact, and work effectively with others. These skills include communication, teamwork, leadership, empathy, time management, and problem-solving. Soft skills have a strong positive impact on a person's life.

Soft skills have a positive impact on human life by improving communication, relationships, confidence, and career opportunities. Developing these skills helps individuals become successful, responsible, and socially aware members of society.

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Opportunities for Women Entrepreneurs in India

- **Government Support and Initiatives:**
 - Stand-Up India Scheme, MudraYojana, and various microfinance programs.
 - Policies focusing on rural women entrepreneurship and self-help groups (SHGs).
- **Growing Sectors:**
 - E-commerce and digital platforms: Women-led businesses making strides in online retail, services, etc.
 - Women-led businesses in sustainable sectors like eco-tourism, organic farming, and social enterprises.
- **Women's Empowerment and Networking Platforms:**
 - Rise of women-focused organizations, networks, and communities that provide mentorship, funding, and advice (e.g., WEConnect International, Women's Entrepreneurship Day).

- **Innovation and Niche Markets:**

- Women entrepreneurs entering niche markets with innovative products and services.
- Focus on health, wellness, education, and eco-friendly products.

Government Schemes for Female Entrepreneurs

1. MudraYojana:

- A government initiative aimed at promoting entrepreneurship and providing financial support to micro and small enterprises, with a special focus on women entrepreneurs.
- Mudra loans for women come with easy terms, no collateral for loans up to ₹10 lakhs and lower interest rates.

2. Stand-Up India Scheme:

- This scheme promotes entrepreneurship among women and marginalized communities by providing bank loans for the establishment of greenfield businesses. At least one scheduled caste (SC) or scheduled tribe borrower and one woman per bank branch are targeted. Loans range from ₹10 lakhs to ₹1 crore.

3. Mahila Coir Yojana:

- Empower women through skill development training and provide spinning equipment at reduced prices.
- Women entrepreneurs can receive a subsidy of up to 75% of the cost of COIR processing equipment, along with a margin money subsidy of up to 25% of the project cost.

4. Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE):

- Offers collateral-free financing to micro and small enterprises. The scheme, managed by Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE), provides credit facilities up to ₹200 lakh per eligible borrower. Women-operated and/or owned enterprises receive a guarantee cover of 85%.

5. Prime Minister's Employment Generation Programme (PMEGP):

- Aimed at generating employment opportunities by promoting micro-enterprises. The scheme provides financial assistance for setting up new ventures and expanding existing ones. Women entrepreneurs can benefit from this initiative.

6. UdyamShakti Portal:
 - Launched by the Ministry of MSME, it supports social entrepreneurship by offering assistance with business planning, incubation facilities, training programs, mentorship, and market research. Projects with a maximum cost of ₹25 lakhs, including ₹10 lakhs for service-based projects, are eligible.
7. Economic Empowerment of Women Enterprises and Start-up by Women:
 - A Ministry of Skill Development and Entrepreneurs scheme providing an incubation and acceleration program for female micro-entrepreneurs. It aims to launch new businesses and scale up existing ones, currently operational in states like Assam, Rajasthan, and Telangana.
8. Trade-Related Entrepreneurship Assistance and Development (TREAD):
 - Designed to economically empower women by providing finance, training, development, and counseling. Non-Governmental Organizations (NGOs) receive assistance in the form of a grant from the Government of India, up to 30% of the total project cost, to promote entrepreneurship among women.

Problems of Women Entrepreneurs

Basic problem of a woman entrepreneur is that she is a woman. Women entrepreneurs face two sets of problems specific to women entrepreneurs. These are summarized as follows.

Shortage of Finance

Women and small entrepreneurs always suffer from inadequate fixed and working capital. Owing to lack of confidence in women's ability, male members in the family do not like to risk their capital in ventures run by women. Banks have also taken negative attitude while lending to women entrepreneurs. Thus women entrepreneurs rely often on personal saving and loans from family and friends.

Shortage of Raw Material

Women entrepreneurs find it difficult to procure material and other necessary inputs. The prices of many raw materials are quite high.

Inadequate Marketing Facilities

Most of the women entrepreneurs depend on intermediaries for marketing their products. It is very difficult for the women entrepreneurs to explore the market and to make their product popular. For women, market is a 'chakravayuh'.

Keen Competition

Women entrepreneurs face tough competition from male entrepreneurs and also from organized industries. They cannot afford to spend large sums of advertisement.

High Cost of Production

High prices of material, low productivity. Under utilisation of capacity etc. account for high cost of production. The government assistance and subsidies would not be sufficient for the survival.

Family Responsibilities

Management of family may be more complicated than the management of the business. Hence she cannot put her full involvement in the business. Occupational backgrounds of the family and education level of husband has a direct impact on the development of women entrepreneurship.

Low Mobility

One of the biggest handicaps for women entrepreneur is her inability to travel from one place to another for business purposes. A single women asking for room is looked upon with suspicion. Sometimes licensing authorities, labour officials and sales tax officials may harass them.

Lack of Education

About 60% of women are still illiterate in India. There exists a belief that investing in woman's education is a liability, not an asset. Lack of knowledge and experience creates further problems in the setting up and operation of business.

Low Capacity to Bear Risks

Women lead a protected life dominated by the family members. She is not economically independent. She may not have confidence to bear the risk alone. If she cannot bear risks, she can never be an entrepreneur.

Social Attitudes

Women do not get equal treatment in a male-dominated society. Wherever she goes, she faces discrimination. The male ego stands in the way of success of women entrepreneurs. Thus, the rigid social attitudes prevent a woman from becoming a successful entrepreneur.

Low Need for Achievement

Generally, a woman will not have strong need for achievement. Every women suffers from the painful feeling that she is forced to depend on others in her life. Her preconceived notions about her role in life inhibit achievement and independence.

Lack of Training

A women entrepreneur from middle class starts her first entrepreneurial venture in her late thirties or early forties due to her commitments towards children. Her biggest problem is the lack of sufficient business training.

Lack of Information

Women entrepreneurs sometimes are not aware of technological developments and other information on subsidies and concessions available to them. They may not know how to get loans, industrial estates, raw materials, etc.

Challenges Faced by Women Entrepreneurs in India

- **Access to Financial Resources:**
 - Gender bias in lending practices.
 - Limited collateral and financial history hindering credit access.
- **Social and Cultural Barriers:**
 - Stereotypes and prejudices regarding women's leadership and business capabilities.
 - Lack of social acceptance for women in leadership roles.
- **Work-Life Balance:**
 - The dual role of women as caregivers and entrepreneurs.
 - Lack of infrastructure support like affordable childcare services.
- **Networking and Mentorship:**
 - Limited access to networks, mentors, and role models.
 - Difficulty in navigating male-dominated business environments.

Reasons for the Slow Growth of Women Entrepreneurship

In spite of the initiatives taken by the government, the growth of women entrepreneurship is very slow. The reasons are outlined as below:

- Unfavourable family background
- Lack of business education
- Dual role of women
- Lack of aptitudes and training
- Absence of individualistic spirit
- Lack of freedom to choose a job according to ability, influence of sex, custom etc
- Inadequate infrastructure facilities
- Shortage of capital and technical knowhow
- Lack of adequate transport and communication facilities

- Shortage of power
- Lack of security
- Absence of ideal market conditions
- Corruption in administration.

Remedies to Solve the Problems of Women Entrepreneurs

The following measures may be taken to solve the problems faced by women entrepreneurs in India:

- In banks and public financial institutions, special cells may be opened for providing easy finance to women entrepreneurs. Finance may be provided at concessional rates of interest.
- Women entrepreneurs should be encouraged and assisted to set up co-operatives with a view to eliminate middlemen.
- Scarce and imported raw materials may be made available to women entrepreneurs on priority basis.
- Steps may be taken to make family members aware of the potential of girls and their due role in society.
- Honest and sincere attempts should be undertaken by the government and social organizations to increase literacy among females.
- In rural areas self-employment opportunities should be developed for helping women. Marketing facilities for the purpose of buying and selling of both raw and finished goods should be provided in easy reach.
- Facilities for training and development must be made available to women entrepreneurs. Family members do not like women to go to a distant place for training.

Therefore mobile training centres should be arranged. Additional facilities like a stipend, good hygienic crèches, transport facilities, etc., should be offered to attract more women to training centres.

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